



HBCU Partnership Challenge

In September 2017, Congresswoman Alma S. Adams, Ph.D., founder and Co-Chair of the Congressional Bipartisan Historically Black Colleges and Universities (HBCU) Caucus, announced the HBCU Partnership Challenge. The Challenge was created because strengthening public-private investments in HBCUs is necessary to ensure their future sustainability, increase career prospects for their students, and advance diversity and inclusion within all sectors of employment.

Sixty-seven percent of job seekers say a diverse workforce is important when considering job offers, and organizations that report higher levels of racial diversity bring in nearly 15 times more sales revenue than their counterparts. The Bipartisan HBCU Caucus believes that in order to achieve true diversity in our workforce, we must focus on the front-end of this conversation – our students and the schools they attend.

The impact of HBCUs on our workforce is clear. Among African-Americans, HBCUs produce:

- 27 percent of all African-American STEM graduates;
- 40 percent of all African-American engineers;
- 50 percent of all African-American lawyers;
- 50 percent of all African-American public-school teachers; and
- 80 percent of all African-American judges.

These statistics prove that it is impossible to have a diverse and inclusive workforce without HBCUs.

What is the Challenge?

The Challenge is a public pledge. It is an announcement that your organization is at the table and committed to create strategic partnerships with our nation's HBCUs. It is an acknowledgment that HBCUs, which produce top minority talent, are a part of your diversity and inclusion efforts.

Why the Challenge Matters

Ensuring that HBCU students and graduates have equal access to 21st Century opportunities requires a collective effort. Challenge participants will gain access to relationship managers, HBCU stakeholders, other employers, and Members of Congress, as well as opportunities to create universal best practices for partnering with, recruiting, and retaining HBCU graduates.

Who the Challenge Impacts

The millions of HBCU students and graduates across the country and our national workforce.

Who has taken the Challenge?

Bipartisan HBCU Caucus, Intel, Lyft, Blue Cross Blue Shield of North Carolina, SAP SE, Dell, GM Financial, AnitaB.org, Regions, Pandora, Nielsen, Amazon, Airbnb, Duke Energy, Adtalem, Microsoft, Wells Fargo, Spotify, Ally Financial, Live Oak Bank, SAS, Bank of America, Truist, IBM, Visa, Twitter, Allstate, Zillow, GlaxoSmithKline, McDonald's, Accenture, JP Morgan Chase, Goldman Sachs, TIAA, Adobe, the National Society of Black Engineers, Autodesk, Citi, Farm Credit, Honda, NC Electric Cooperatives, Prudential, Vanguard, Fifth Third Bank, AMC Networks, Capital One, Better.com, Mastercard, Global Payments, H&R Block, BBVA, Diageo, the Hustlers Guild, Maximus, Siemens, Ford Motor Company, Ford Motor Credit Company, T-Mobile, Micron, Hewitt-Packard, Lincoln Financial Group & Best Buy